

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1. -11. (Canceled).

12. (Currently Amended) A financial presentation instrument with an integrated holder comprising:

a data card having a back side with an information storage medium that is configured to store a unique identifier and at least one J-peg shaped aperture therethrough for suspending the data card from a display hook, wherein the card comprises a rectangular shape with a front and [[a]] the back side, a top and a bottom flat portion each about 3 3/8 inches long, and two a first side flat portions each portion about 2 1/8 inches long, and a second side portion having two flat portions on either side of a protrusion portion, the J-peg shaped aperture is located on one of the two side portions through the protrusion portion of the data card, and a live copy limit is located on the front or back side of the card at about 3/32 of an inch from the top, bottom, and both side portions of the data card.

13-14. (Canceled).

15. (Original) The instrument of claim 12 further comprising an additional aperture through the data card.

16. (Original) The instrument of claim 15 wherein the additional aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

17. (Original) The instrument of claim 12 wherein the data card comprises a stored value card.

18. (Original) The instrument of claim 12 wherein the data card comprises a gift card.

19. (Original) The instrument of claim 12 wherein the information storage medium comprises a magnetic stripe.

20. (Original) The instrument of claim 12 wherein the information storage medium comprises a bar code.

21-35 (Cancelled).

36. (Currently Amended) A method for displaying a financial presentation instrument with an integrated holder comprising:

providing a data card having an information storage medium that is configured to store a unique identifier data and at least one aperture therethrough, wherein the data card further comprises a rectangular shape having four flat edges, dimensions that are comprising two side flat edges measuring about 2 1/8 inches by, a bottom flat edge measuring about 3 3/8 inches, and a top edge comprising two flat portions on either side of a protrusion portion, a front side comprising a live copy limit, a back side wherein the information storage medium is located, and wherein live copy limit is about 3/32 of an inch from an outside edge of the card, and one or more of the at least one aperture is located through the protrusion portion is at least 1/16 of an inch from the live copy limit and the information storage medium;

providing a display hook; and

suspending the data card from the display hook through the at least one or more of the at least one aperture.

37-40. (Cancelled).

41. (Original) The method of claim 36 wherein the aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square or polygonal shape.

42. (Original) The method of claim 36 wherein the data card comprises an additional aperture therethrough.

43. (Original) The method of claim 42 further comprising providing an additional display hook and suspending the data card from the additional display hook through the additional aperture.

44-46. (Canceled).

47. (Original) The method of claim 36 wherein the data card comprises a stored value card.

48. (Original) The method of claim 36 wherein the data card comprises a gift card.

49. (Original) The method of claim 36 wherein the information storage medium comprises a magnetic stripe.

50. (Original) The method of claim 36 wherein the information storage medium comprises a bar code.

51-66. (Canceled).

67. (Previously Presented) A financial presentation instrument with an integrated holder and a rectangular shaped data card, wherein the data card comprises:
a front side comprising a live copy limit;
a back side with an information storage medium located thereon that is configured to store a unique identifier;
a top edge comprising two flat portions on either side of a protrusion portion;
a bottom flat edge measuring about 3 3/8 inches;
two side flat edges measuring about 2 1/8 inches; and

at least one aperture through the protrusion portion for suspending the data card from a display hook.

68-73. (Canceled).

74. (Original) The instrument of claim 67 wherein the aperture comprises a circular, J-peg, semi-circular, oval, rectangle, square, or polygonal shape.

75. (Original) The instrument of claim 67 wherein the data card further comprises a second protrusion with an additional aperture therethrough.

76. (Original) The instrument of claim 67 wherein the data card comprises a gift card.

77. (Original) The instrument of claim 67 wherein the information storage medium comprises a magnetic stripe.

78. (Original) The instrument of claim 67 wherein the information storage medium comprises a bar code.